

Typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

Core Principles of Typography

■ Hierarchical Design

Guideline Use a consistent type scale to guide the user through content accurately.

Developer Implementation Use semantic HTML tags (h1-h6). Map to `$font-heading-*` tokens. Never skip heading levels.

Readable Design

Guideline Body text must be legible in long-form, with optimal font size, line height, and line length.

Developer Implementation Use `$font-body-1`. Limit width using `$content-line-measure (~75ch)`.

Expressive Design

Guideline Typography must reflect brand personality while staying clean and confident.

Developer Implementation Use web fonts with `font-display: swap`.

■ Adaptive Design

Guideline Type scale should adapt fluidly across breakpoints and screens to be adaptive.

Developer Implementation Use rem units and `clamp()` for scalable text.

Our Typeface System: The Trio of Roles

■ The Typographic Scale

Token Name / Role	Font Family	Weight	Size	Line Height
Hero Title	PP Neue Machina	Bold	3.75rem / 60px	1.2
Heading 1	Mulish	Bold	3rem / 48px	1.2
Heading 2	Mulish	Bold	2.25rem / 36px	1.25
Heading 3	Mulish	Semibold	1.875rem / 30px	1.3
Subtitle	Mulish	Regular	1.5rem / 24px	1.4
Body Text	Inter	Regular	1rem / 16px	1.5
Small Body	Inter	Regular	0.875rem / 14px	1.5
Label / Button	Inter	Medium	0.875rem / 14px	1.2
Caption	Inter	Regular	0.75rem / 12px	1.3

■ Platform-Specific Implementation

Web Use "rem" iOS Use "pt" Android Use "sp"

Spacing Rules : Vertical spacing should derive from the element's line-height. Use `$space` tokens for consistent inter-block rhythm.

Hierarchy Enforcement : Never use a heading token on non-heading semantic elements (e.g., don't use `$font-heading-h3` in a `<p>`). Create utility styles when needed for similar looks without breaking semantics.

Customizing the Typography

■ We believe in metamorphic design. Swap tokens, keep structure.

```
// Define custom fonts
$my-brand-serif: "Georgia", serif;
$my-brand-sans: "Helvetica Neue", sans-serif;

// Override Play+ tokens
$font-family-heading: $my-brand-serif;
$font-family-body: $my-brand-sans;

$my-brand-sans;

Guidelines for Customization : Choose fonts with full weight families (Regular, Medium, Semibold, Bold) Test across breakpoints to ensure legibility and tonal
```

match Typography in Motion ■ Typography should feel alive, not static. Recommendations : Fade-in or upward rise on heading reveal Labels animate upward on input focus Smooth resizing on screen transitions using clamp() Component-Level Typography Map ■

Component	Role	Token	Used Font
Button	Label	\$font-label	Inter
Modal Title	Heading 2	\$font-heading-h2	Mulish
Input Label	Caption	\$font-caption	Inter
Card Title	Heading 3	\$font-heading-h3	Mulish
Card Body	Body Text	\$font-body-1	Inter
Toast Message	Small Body	\$font-body-2	Inter
Hero Section	Hero Title	\$font-display	PP Neue Machina

Typography Quick Guide ■ Do's : Use heading tags correctly and in order Keep line length to ~75 characters Use semantic tokens, not raw styles Choose expressive fonts for brand, neutral for function Don't : Skip heading levels (h1 → h3) Apply heading tokens to non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is the voice of your product. Let it be bold, legible, and beautifully yours.

```
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```